



KSHB-TV

# ORDER

Flight Dates **08/29/12-09/04/12**

Contract / Revision **309379 /**

Original Date / Revision  
08/27/12 08/28/12

Advertiser **PAC Susan B Anthony**

Agency **MediaSource Worldwide**

Buying Contact

**238 East Davis Boulevard - Suite #:  
Tampa, FL 33606**

Product

**PAC 8/28-9/7**

Agency Com 15%

Billing Contact

**238 East Davis Boulevard - Suite #:  
Tampa, FL 33606**

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	%	
WDAF	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	18	\$21,590.00	\$25,400.00	0.00
Totals	18	\$21,590.00	\$25,400.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/04/12	18	\$21,590.00	\$25,400.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/29/12	09/02/12	Su Late News Late News Su	CM	Late News Su	-----S	1:00	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S		1		\$1,000.00		0.00				
N 2	KSHB	08/29/12	09/04/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	1:00	3	\$1,100.00	P-1	0.00 NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--WTF--		3		\$1,100.00		0.00				
Week:		09/03/12	09/09/12	MT-----		1		\$1,100.00		0.00				
N 3	KSHB	08/29/12	09/04/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	1:00	3	\$1,600.00	P-1	0.00 NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--WTF--		3		\$1,600.00		0.00				

[illegible]